HOTEL PALMS

WEST PALM BEACH, FLA.

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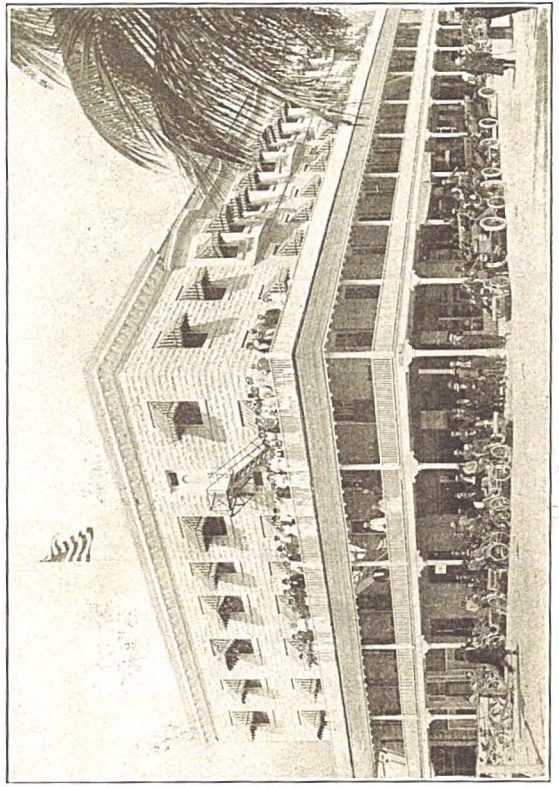
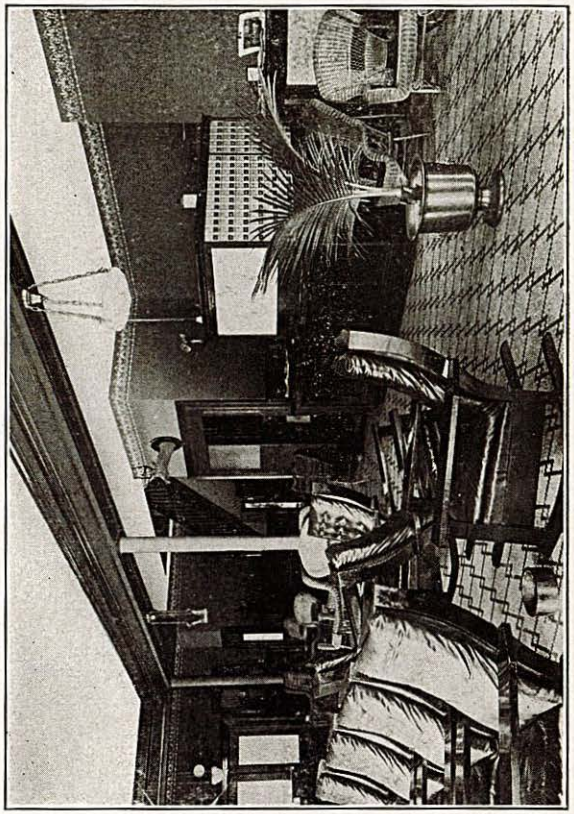
"THE BIG STORE"

Palm Beach Mercantile Co.

West Palm Beach Ft. Lauderdale



Hotel Palms, West Palm Beach, Florida



Lobby, Hotel Palms, West Palm Beach, Florida

HOTEL PALMS

West Palm Beach, Fla.

M. J. HOENIG, Owner and Manager

Corner Clematis Avenue and Narcissus Street. Automobile bus to and from the Hotel. A first class tropical Hotel of 125 rooms, operated on the American Plan, November 10th to May 15th. Rates:

$ 3.50 per day, single, and upward

$ 6.00 per day, double, and upward

$20.00 per week, single, and upward

$35.00 per week, double, and upward

35 rooms with private bath; 50 rooms with hot and cold running water; 40 rooms with private lavatory and toilet. The largest and best appointed Hotel at West Palm Beach.

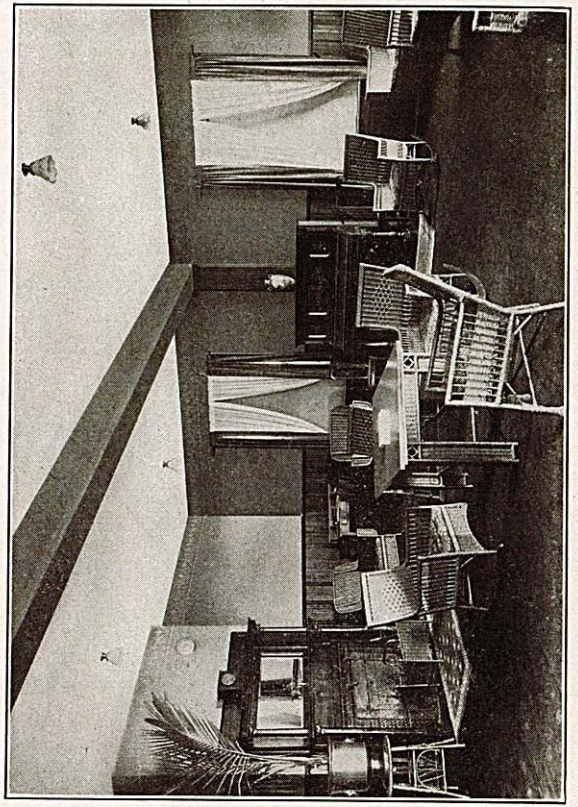
Elevator service. Lighted by electricity. Every door and window are properly screened throughout.

Tourists will find the Hotel Palms the most comfortable and most centrally located hotel in West Palm Beach; it is homelike, and might well be called the "Family Hotel."

Our aim is to give satisfaction to our guests; we have built up a steady clientage on the principle of pleasing everyone, by close attention to their wants and comfort.

The Hotel Palms is very conveniently located to steam boat wharves and railway stations; one can walk from the Hotel to Ocean Beach in a very few minutes, and those desiring to ride can take a car or boat, which leave every few minutes.

For Florida reservations at Hotel Palms, write M. J. Hoenig, at Tower Hotel, Niagara Falls, N. Y., from June 1st to October 1st, and Hotel Palms, West Palm Beach, Florida, from October 1st to May 31st.



Ladies' Parlor, Hotel Palms, West Palm Beach, Florida

What You Can Enjoy at West Palm Beach and the Hotel Palms

Outdoor sports, tennis, motoring, strolling on the beach, motor launch rides, golf, baseball, beautiful drives, fishing, boating, bathing, sailing.

The ocean on one side and the beautiful Lake Worth on the other.

As To Situation

The Hotel Palms faces Lake Worth and is directly opposite the city's most beautiful park, at the corner of Clematis Avenue and Narcissus Street, which is considered the center of this tropical resort. Directly across the bay are the Royal Poinciana golf links, the largest and most complete in the world.

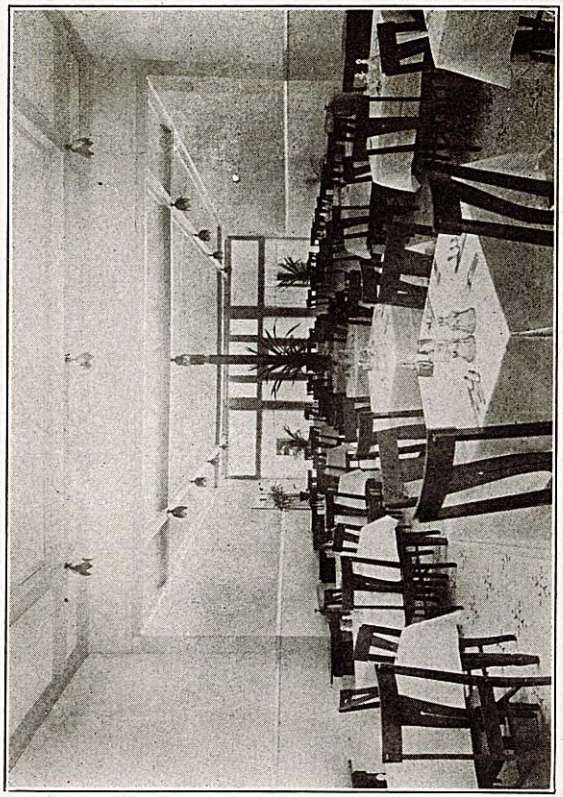
Home Comfort

At the Hotel Palms the tourist is made to feel at home and enjoy the sojourn in the "Land of Summer." The Hotel Palms is the finest appointed hotel in West Palm Beach, nothing being left undone to facilitate the pleasure of its guests. Every room has hot and cold running water, while a great many have private baths and toilet with all modern conveniences.

A Commonplace City and Hotel

West Palm Beach is not essentially a resort for millionaires, and those ultra society folks. It rubs elbows, however with this class, who frequent Palm Beach and the Royal Poinciana, its near neighbor.

The man of moderate means with his family can enjoy this Eldorado, this land of warm, life-giving sunshine. He can be comfortable in his summer clothing of the North,



Dining Room, Hotel Palms, West Palm Beach, Florida

and is not required to appear in full dress for evening dinner at the Hotel Palms, or assume formal society airs. The atmosphere in every respect surrounding this Hotel is one conducive to solid comfort, rest, and if need be, recreation, either mild or vigorous, as he may desire. Breathe the invigorating air of beautiful West Palm Beach and its environs, enjoy the magnificent scenery, indulg in summer pleasures in winter.

West Palm Beach is on that most beautiful sheet of water, Lake Worth. The shores of the lake are wooded with tall palms and other tropical trees. Here nature has supplied beautiful surroundings, that are not surpassed in beauty and elegance.

Nature exerted her charms in beautifying this Garden Spot of the Earth, and making it truly a Paradise. All days are bright and pleasant; all nights are full of moonbeams and starlight. On one side the beautiful Lake Worth, and on the other, the Atlantic Ocean.

History and Climatic Conditions

Florida is the greatest winter resort on the American continent. It was discovered by Ponce de Leon in the year 1513; settled by the Hugenots in the year 1562; permanently settled by the Spaniards at St. Augustine in the year 1565; ceded to Great Britain in 1763; to Spain in 1783, and to the United States in 1819. The Americans took possession in 1821; it was the theater of the Seminole Indian wars. The State was admitted to the Union in 1845, and seceded in 1861. It was re-admitted in 1868. Florida has an area of 58,680 square miles.

For those who make climatic conditions their first consideration in selecting a winter resort, West Palm Beach must appeal to them with irresistible force, for here is to be found a climate of unrivalled excellence; fit accompaniment of a land of bloom and sunshine; where, from November to May, is but a calm succession of perfect days of bright blue skies and balmy ocean breezes.

During these months the temperature varies but little, and day after day the thermometer registers between 66 and 74 degrees. There is no better climate in the world than that of Southern Florida. When the late Henry Flagler decided to build the greatest resort hotel in existence, he selected Palm Beach for the location. When he built that wonderful tropical palace, "White Hall," for his permanent residence, he again selected Palm Beach; for here, laved by the waters of the Atlantic Ocean on one side, and the cooling breezes from the marvelous and beautiful Lake Worth on the other, he had climatic conditions that are nowhere equalled under the sun. It was in this wonderful Florida Land that the fountain of perpetual youth was supposed to be located. St. Augustine laid claim to this locality, but scientists and historians now place the location further south, and West Palm Beach now claims that distinction. Here the ever-bubbling fountain whose waters gave back youth to the aged and re-newed strength to the weak was, centuries ago, formed by Ponce de Leon and his followers.

Take a Trip to the Land of Health and Happiness.

Live among the natural beauties of the

crisp, clear atmosphere, and have your health and strength restored to you, and regain a new lease of life.

Every breeze is an ocean breeze; you are out at sea without leaving land; life is different here from any you've ever experienced.

Outdoor life is under ideal conditions; purest air and best drinking water of any place on the east coast of Florida.

Leave behind the cold winter blasts so prevalent in the North from November to May, and journey to West Palm Beach, where life is worth living.

A Feeling of Thrill on Arrival

The palms and cocoanut trees and tropical beauties here have won the admiration and praise of famous men and women.

The ocean beach at West Palm Beach is one of the finest on the Atlantic Ocean, and the safest of any in America for surf bathing. The average temperature of the water never changes the year round—from 72 to 76 degrees. The beach is as clean as a freshly-swept floor, and bathing is simply delightful.

Information to Tourists

To the new comers to the delightful city of West Palm Beach, the following ideas and suggestions will be found of the utmost practical value: Bear in mind that the climate in West Palm Beach is generally the same from November to May, as are the delightful days of July and August in the North. Light clothing and underclothes should be taken; flannels, duck, linen and pongee suits, as well as dresses, should be in your wardrobe when you start on a trip to this fairy land of America, and land of tropical loveliness.

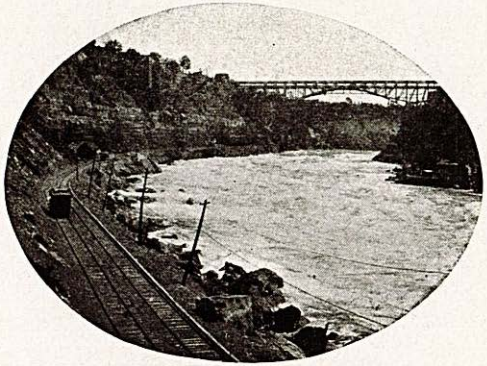
HOW TO SEE

NIAGARA FALLS

TAKE THE SCENIC

"Great Gorge Route" Trip

OPERATED EVERY DAY IN THE YEAR



Passing the Whirlpool Rapids

During the Summer Season the "Great Gorge Route" Cars also connect with All Steamers at Lewiston, N. Y. to and from

TORONTO

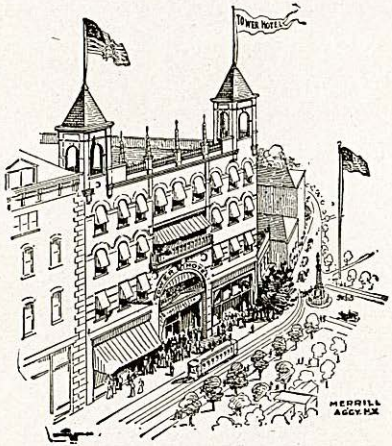
For further information and beautifully colored illustrated folder write to the undersigned

JOHN ED BAUER

General Passenger Agent

Niagara Gorge Railroad Niagara Falls, N. Y.

TOWER HOTEL



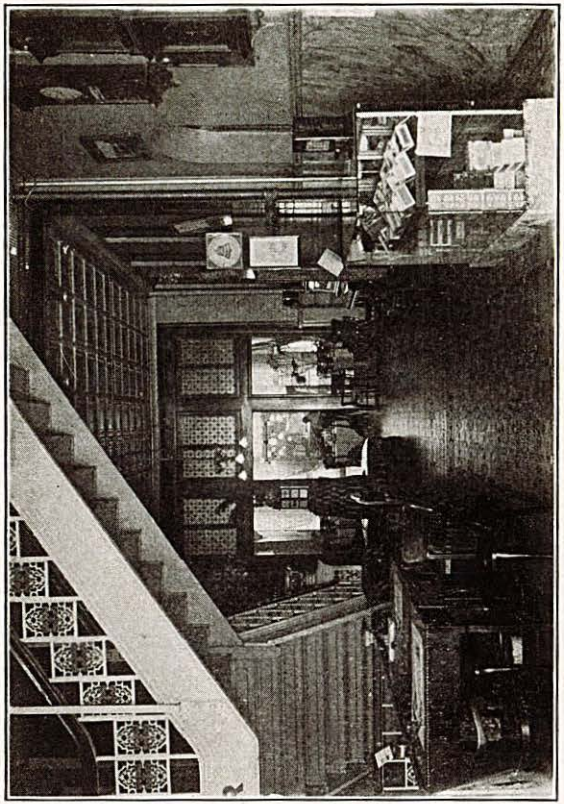
TOWER HOTEL CO.

Niagara Falls, N. Y.

W. H. HEPPLER, Mgr.,

Open all year round. European and American Plans; 75 Rooms. Rates: European, $1.00 per day and up; American, $3.00 per day and up.

The only absolutely fireproof hotel at Niagara Falls. The only hotel on the American side overlooking the American Falls, the Gorge of the River and the American Rapids, and facing Prospect Park (New York State Reservation). The view from the balconies and rooms of the Tower Hotel embraces the



Lobby, Tower Hotel, Niagara Falls, N.Y.

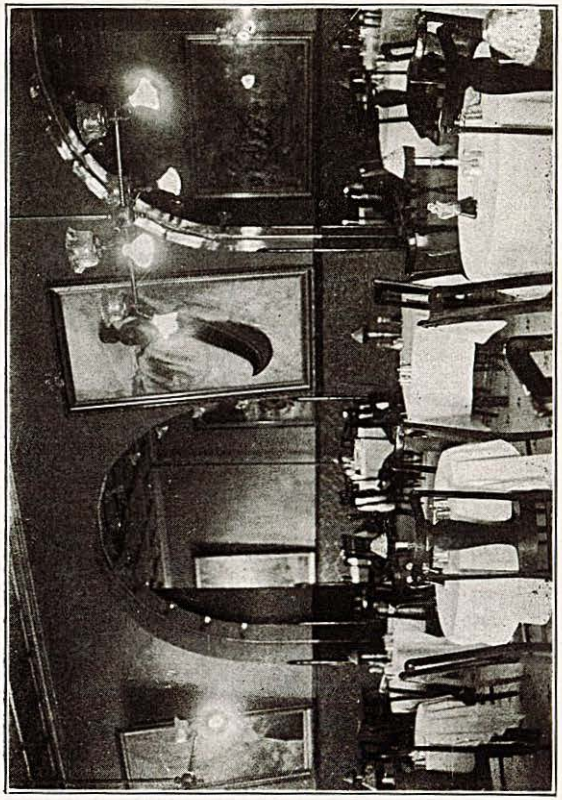
American Fall and Rapids in all their splendor and grandeur. The Gorge with its remarkable formations, Bath, Goat and Luna Islands, the beauty of whose drives and walks are famous throughout the world; distant views of the Canadian side and the Canadian Heights and the great steel arch bridge connecting the American and Canadian shores, one of the largest single span bridges in the world.

This exclusive and admirable location of the Tower Hotel will appeal to visitors to Niagara Falls. It fronts on the Riverway, the popular promenade at this resort. It is in close proximity to the theaters and shopping district of the city. Refreshing breezes make its wide and inviting rotunda, corridors and cafe the coolest and most delightful of summer hotels.

All local trolley, Niagara Gorge and Buffalo and Rochester trolleys pass the hotel.

The comfort and refinement of home distinguished the Tower Hotel since its establishment 12 years ago and has gained for it an enviable reputation as a transient hotel.

This hotel, together with its excellent cuisine and service, and moderate restaurant charges, convenience of location for tourists make it ideal for visitors to Niagara Falls; whether it be a tourist in his automobile or the visitor by train, trolley or steamer, in the Tower Hotel he will find a high degree of comfort and a desire on the part of the management to make his sojourn a most enjoyable one.



Dining Room, Tower Hotel, Niagara Falls, N. Y.

West Palm Beach Laundry Co.

STEAM AND HAND LAUNDERING

Clothing Cleaned, Pressed and Repaired

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WEST PALM BEACH FLA.

Niagara Falls Trust Co.

NIAGARA FALLS, N. Y.

Capital and Surplus $300.000

INTEREST ON DEPOSITS

SAFETY DEPOSIT BOXES

WELCOME to OUR OCEAN

THE BEST SWIM IN
THE WORLD IN OUR
: POOL AND OCEAN :

GUS BATT

PALM BEACH FLA.

GET IT AT

BYRON'S

"The Best Drug Store"

WEST PALM BEACH, FLA.

WE WELCOME THE VISITOR

AND HOPE THAT YOU WILL MAKE
YOURSELF AT HOME WHILE AT

WEST PALM BEACH

A. P. ANTHONY, President
J. R. ANTHONY, Jr. Vice-Pres.
L. P. McCORD Cashier

PROMPT SAFE
Bank of Palm Beach
"WE DESIRE TO SERVE"

**Our growth has been continuous--
our influence increasing year by year
because of "Our Desire to Serve."**

DADE LUMBER COMPANY

West Palm Beach **Florida**

LUMBER and BUILDING MATERIAL and a COMPLETE NOVELTY SHOP

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Turned Work, Brackets, Window and Door Frames, Special Mill Work Made From Details, Roofing and Building Papers, Fruit and Vegetable Crates, Wraps and Nails.